



TRANSFORMING THE DIFFICULT PRESENT INTO A THRIVING FUTURE

TAGLIT-BIRTHRIGHT ISRAEL
2020 CEO REPORT



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SECTION 1

INSPIRATION

“When we are no longer able to change a situation, we are challenged to change ourselves”

Viktor Frankl

MESSAGE FROM THE CEO



The Coronavirus pandemic caused unprecedented changes to the entire world, specifically to travel and educational tourism programs such as Taglit-Birthright Israel. We had to adapt in almost all aspects of our operations, from the most significant action of postponing trips to more subtle changes in how we interact with potential participants and alumni.

Throughout this crisis, we remained loyal to our vision of ensuring a vibrant future of the Jewish people by strengthening Jewish identity, Jewish communities, and connections with Israel, and we never lost sight of our mission of giving every young Jewish adult around the world, especially the less connected, the opportunity to visit Israel on an educational trip.

Prior to the pandemic, between January 1 and March 15, approximately 9,000 young Jewish adults joined a Taglit-Birthright Israel trip, including 1,400 Israelis. As the extent of the effects of the pandemic on travel became apparent, we shifted to realizing our mission through other efforts, including engaging our alumni and future trip participants, enhancing our core curriculum, strengthening our infrastructure, and solidifying the ties with our partners and supporters.

The understanding was, and still is, that we cannot afford to leave a whole cohort behind - detached from Jewish life and Israel - by surrendering to a pandemic, even for a limited time. Therefore, we immediately began implementing new forms of engagement faster than we have ever done.

We reached millions of young Jewish adults through many innovative online alternatives to the classic Taglit-Birthright Israel experience, including a virtual tour of Israel that saw over 140,000 participants and virtual reunions for over 13,000 trip alumni thus far. As a result of a massive effort between lockdowns, we provided trips to 1,400 participants who were spending a gap-year in Israel. The feedback from these participants was phenomenal, and most importantly not one of them became infected with the Coronavirus. Operating this program taught us many valuable lessons on running trips safely during this pandemic. We will carry forward these lessons as we continue to plan for the resumption of trips. Many of these lessons are also tied to changes that we have begun to implement as a result of our “Reimagine Birthright Israel” study.

Throughout the year, we heavily involved our stakeholders and increased the frequency of interactions with our various governance committees. Each of the committees took on an important role in decision-making, allowing us to rapidly adapt to the changing circumstances. In total, a record number of 23 committee meetings were held with members of the Taglit-Birthright Israel Planning, Steering, Logistics, Audit and Education Committees, and the Board of Directors.

The crisis also provided us with new opportunities. We entered into discussions with Onward Israel regarding Onward’s potential merger into Taglit-Birthright Israel. Both organizations understand the importance of coming together and creating synergies in times of crisis and are proceeding on this basis. We are also moving forward with a digital platform allowing us to connect with alumni and prospective participants on an ongoing basis.

Over the year we conducted several rounds of surveys and found that many of our prospective participants suffer from isolation, loneliness, and depression. We also found that a significant number have either lost a loved one to the Coronavirus or know someone close who became severely ill. Keeping this research in mind, we know that Taglit-Birthright Israel will be more relevant than ever. We vow to continue to provide opportunities for meaningful connections between young Jewish adults worldwide.

As we continue planning for the resumption of trips and providing the necessary adaptations, we understand that the cost of trips will be higher than in past years. This is due to social distancing regulations which dictate fewer participants per group, requiring more Tour Educators, security guards, buses, and staff per participant. It is imperative that we retain our funding levels from our various partners: philanthropists, communities and the Government of Israel. We cannot afford a longer hiatus in trips or a reduction in our infrastructure, as we know that rebuilding it will take years, with the Jewish people risking losing tens of thousands of young people who will miss their gateway into Jewish life.

I would like to express my sincere appreciation to the Government of Israel, our supporters and partners for their ongoing commitment, especially during these very challenging times. When thinking of our supporters, I would be remiss if I did not mention the passing of Sheldon Adelson z”l, a great loss to the Taglit-Birthright Israel family, to the Jewish people and to the State of Israel. A man whose generous heart was imbued with a historical mission, he worked diligently to ensure the future strength of Jewish life and Israel. Alongside his dear wife, Dr. Miriam Adelson, Sheldon’s contributions to strengthening Jewish education, identity and pride have made their mark on Jewish history, and no other project embodies his generosity and commitment more than his flagship project, Taglit-Birthright Israel.

As I look forward to summer 2021, I cannot help but think of the phrase “next year in Jerusalem.” We are waiting with open arms for our participants who are longing to claim their *birthright*!

Gidi Mark
International CEO of Taglit-Birthright Israel





SECTION 2

ADAPTING TO A NEW REALITY AND PREPARING FOR THE DAY AFTER

- A. IMMEDIATE ACTIONS
- B. ENGAGING ALUMNI & FUTURE TRIP PARTICIPANTS
- C. SPECIAL PROGRAMS
- D. ENHANCING OUR CORE CURRICULUM
- E. STRENGTHENING OUR INFRASTRUCTURE
- F. BUILDING A GLOBAL COMMUNITY
- G. STRENGTHENING TIES WITH OUR PARTNERS

IMMEDIATE ACTIONS

PLACING CLASSIC TRIPS ON HOLD

In March, the decision was made to place all Taglit-Birthright Israel trips on hold, affecting over 45,000 potential participants in 2020. We immediately established two task forces to plan our response to the virus in the short and medium term. The first was headed by Taglit-Birthright Israel's International VP of Marketing and Director of Education and dealt with the organization's immediate response to the current situation. The second was headed by Taglit-Birthright Israel's International Chief Operations Officer and dealt with planning for the resumption of trips in the future, taking into account the impact of the virus on all aspects of the trip.

OPERATIONAL AND FINANCIAL RESPONSES

- Many of the international staff of Taglit-Birthright Israel transitioned to working from remote environments. This required the allocation of additional laptops and other hardware.
- Human resource costs were significantly reduced by placing a portion of the staff on unpaid leave and temporarily reducing salaries.
- Taglit-Birthright Israel provided Trip Organizers with an advance for marketing and recruitment expenses toward the summer 2020 season. This calculation was based upon an analysis by the organization's external economist.

FORMATION OF MEDICAL ADVISORY COMMITTEE

Taglit-Birthright Israel established a Medical Advisory Committee in order to advise management on questions arising from the pandemic. Committee members are expected to address the question of when it is safe to bring participants from various regions to Israel, and to serve as advisors when issues arise on the ground. All members volunteered to serve on this committee.



RESEARCH

In order to appropriately respond to the pandemic, it was crucial to understand how our young adults were affected by these unprecedented events. Taglit-Birthright Israel partnered with the Cohen Center for Modern Jewish Studies at Brandeis University on an important study that surveyed young Jewish adults between the ages of 18-32, whose summer 2020 trip with Taglit-Birthright Israel was postponed due to the Coronavirus.

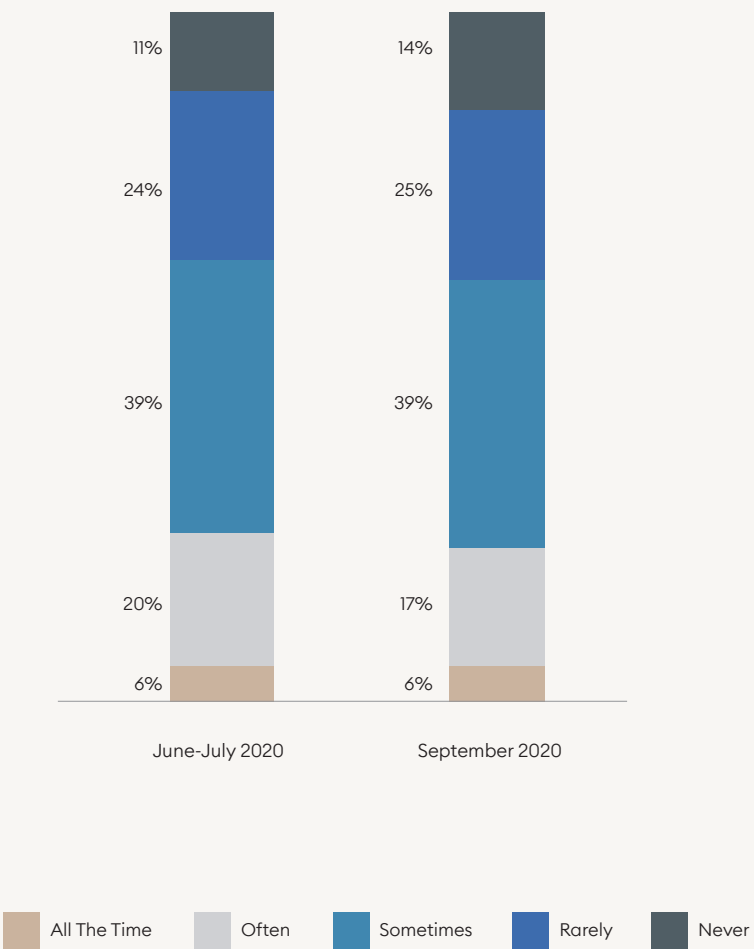
The findings provide a snapshot of the various ways that the pandemic has affected young Jewish adults. Around 25% of total respondents replied that they feel lonely “often” or “all the time” and an additional 40% “sometimes.”

A series of surveys also indicated that young Jewish adults, compared to older adults, appeared to have more difficulty coping with the effects of the pandemic and were more likely to have lost study opportunities, jobs or income. Many experienced the cancellation of programs and activities that are a normative part of their experience as young adults. All these factors contributed greatly to the major emotional effects the pandemic has had on this population. The study noted that, “The restrictions on their ability to engage with others, perhaps exacerbated by the turmoil around them, appear to have taken a toll on the mental health of many applicants.”

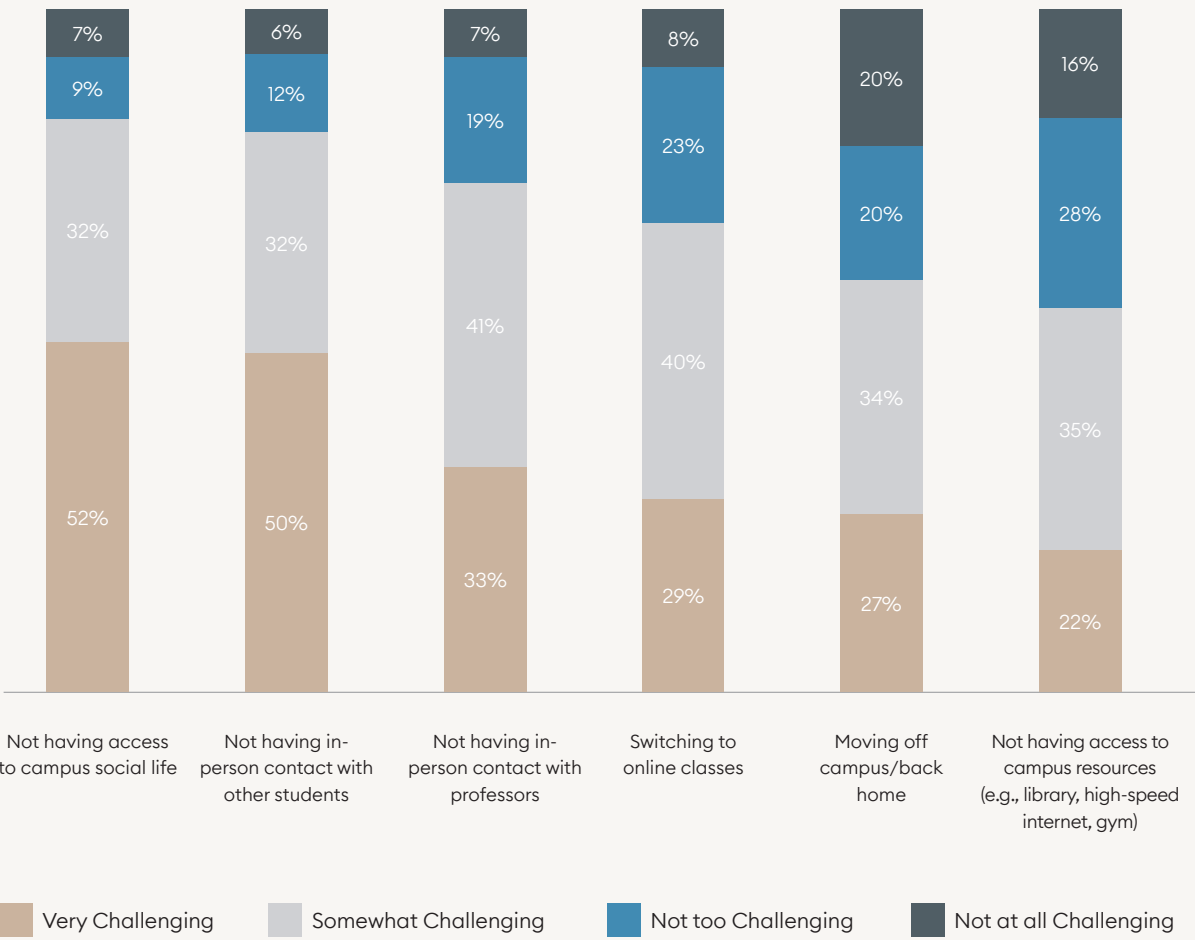
The data also suggest that a lack of social connection is an especially serious concern for Jewish undergraduates. Students overwhelmingly indicated that the most challenging aspect of the transition to online learning was the loss of social contact with other students. At least half of undergraduate Jewish students reported that not having access to campus social life was “very challenging.”

The findings of the study stress the toll the pandemic has had on young Jewish adults, and the urgent need to prioritize programs that will strengthen social connections and foster community building.

FREQUENCY OF FEELING LONELY IN THE PAST WEEK

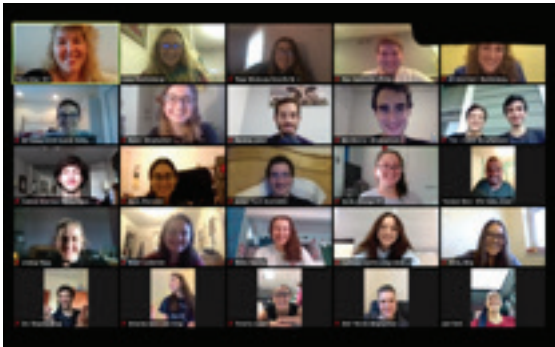


COLLEGE STUDENTS WERE ASKED:
FOR YOU PERSONALLY, HOW CHALLENGING WERE EACH OF THE FOLLOWING?



ENGAGING ALUMNI & FUTURE TRIP PARTICIPANTS

Taglit-Birthright Israel took immediate actions to develop innovative initiatives to foster connection between young Jewish adults and ignite an appreciation for community. We launched 25 digital initiatives between March and December, with a reach of 9.7 million people. We engaged tens of thousands of our global alumni community and future trip participants who are waiting to come to Israel and claim their birthright. Our message was clear - though we may be apart, we are in this together.



TOGETHER AGAIN - VIRTUAL REUNIONS

Taglit-Birthright Israel launched a series of virtual reunions for trip alumni, aimed at fostering connection long-after their Taglit-Birthright Israel trip. The online social gatherings provide a space for alumni from Israel and overseas to reconnect and reminisce together, which is especially important during these days of increased distancing. Sessions are led by Taglit-Birthright Israel Tour Educators.

Reach: Over 13,000 alumni

#INTHISTOGETHER

Taglit-Birthright Israel immediately began sharing positive and uplifting messaging across its social media channels. We asked questions, started discussions, taught Hebrew phrases, and provided games to unify and engage our global community.

Reach: 163,000 viewers



“I must tell you that we spoke for two hours. Indeed, the spirit of the participants is a real mess because of the Coronavirus. We spoke about this a lot, but eventually we ended up speaking about Chanukah and each participant’s personal story (not just about doughnuts)! It was a big success! By the end they told me, ‘Now we feel better, now we feel happier.’ I would add, now they also have hope!”

Hadar Choref, Tour Educator

TACKLING CHALLENGES OF LOCKDOWN THROUGH ALUMNI INGENUITY

Birthright Israel Excel Fellows developed innovative solutions to challenges imposed by the Coronavirus:

Fellows developed a network called Door2Dor in order to assist the elderly with their vital shopping needs during lockdown. The team created a location-based technology and enlisted, trained, and coordinated volunteers to bring food and assistance to the elderly and others in need in Israel.

Reach: 10,000 people volunteered in this initiative



Fellows designed a beautiful online Haggada called SEDER.LIVE that enhanced the online seder experience for trip alumni and Jewish families around the world.

Reach: 17,000 users on Passover eve



WORLDWIDE PHOTO CONTEST

Alumni from 23 countries submitted 1,434 photos as part of the Taglit-Birthright Israel worldwide photo contest, sharing favorite moments from their trip with our global community and celebrating moments of togetherness, while we are apart.

Reach: 415,000 people via social media





Members of the Taglit-Birthright Israel alumni community in Israel created an online dating platform called “Love at First Zoom,” matching new immigrants with Israeli alumni.

Result: 110 first dates

CHANUKAH EVENTS

Taglit-Birthright Israel celebrated Chanukah in a variety of ways. Over 100 candlelight pictures were shared on our global #Shininglights campaign. Three Zoom candle lighting events were held at IDF bases and Taglit-Birthright Israel in Latin America had a continent-wide event for alumni. Taglit-Birthright Israel in France celebrated the fifth night of Chanukah with the largest Israel Live Quiz ever seen on Social Media, with over 800 registrants.



WE ARE WAITING FOR YOU

Taglit-Birthright Israel produced six videos featuring Tour Educators sharing a message of hope with future trip participants that, “We are waiting for you.”

Reach: Over 1 million viewers



INTERACTIVE TOURS

Taglit-Birthright Israel launched a first of its kind interactive tour on EKO platform to enable alumni and future trip participants to explore Israel while travel is still on hold. The eight-minute virtual tour, which includes versions in French, Russian and English, provides viewers with a glimpse of what Israel has to offer, by selecting in real time the sites and themes they want to explore, from the ruins of Masada, to Israeli innovation in Tel Aviv, to a winery in the Ella Valley and more.

Reach: Over 140,000 individuals took part in the tour



SPECIAL PROGRAMS

“When I was told I could come to Israel with Taglit, I could hardly believe my ears. The trip is very well organized and even though we may not be able to go to all the enclosed locations and the groups are smaller, it just means we are a more close-knit group. Being able to learn about my past and about the history of my people and feel increasingly proud of what Israel is and what it has achieved as a country in 72 years, will motivate me to be a better person.”

Natalia Calderon, Mexico



TRIPS FOR LONG-TERM PROGRAM PARTICIPANTS

Taglit-Birthright Israel partnered with local Jewish organizations to launch a special trip for young Jewish adults who are spending a gap-year in Israel. This innovative experience, which was piloted for the first time in the existence of Taglit-Birthright Israel, allowed long-term program participants to explore their Jewish identities and connection with Israel, while providing a meaningful context to their forthcoming year-long stay in Israel. **1,365 young Jewish adults from 30 countries were able to enhance their year in Israel with a ten-day educational trip with Taglit-Birthright Israel.**

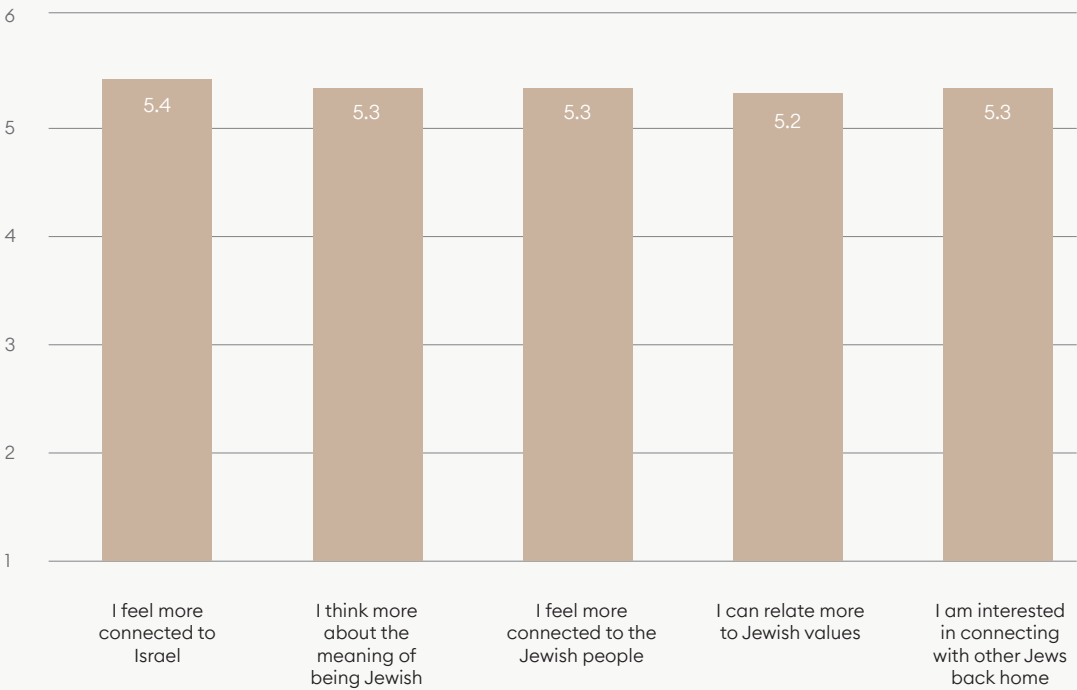
Multiple trip adaptations were implemented in order to ensure the highest level of safety, in accordance with regulations set by the Ministry of Health. This includes smaller group size, Coronavirus testing, the distribution of masks and protective gear, packaged meals and an emphasis on outdoor activities. **Not one participant tested positive for the Coronavirus, which is a testament to the highest level of safety measures that were taken throughout the program.**

According to participants’ ratings from post-trip evaluations conducted by the Henrietta Szold Institute, the trip achieved all of Taglit-Birthright Israel’s educational standards which were evaluated. In addition, the participants testified that the trip helped prepare them for their ongoing long-term program in Israel. Participants also indicated that at the end of the trip, they felt more connected to the State of Israel and the Jewish people and thought more about the significance of their Jewish identity. Even in the instance of previously being acquainted with one another, the trip greatly contributed to the creation of bonds, which constitutes the basis for strong group cohesion during their continued stay in Israel.

While the multiple lockdowns in Israel forced us to suspend the trips for dozens of additional groups that were scheduled to take part, the trips are scheduled to continue in the spring of 2021, pending lockdown.

PERCEIVED OUTCOMES

NOW, TOWARDS THE END OF THE TRIP...
(DATA BASED ON 750 RESPONSES)





BIRTHRIGHT ISRAEL EXCEL

Birthright Israel Excel is an elite community for young business leaders, whose entrance gate is a 10-week professional and educational experience in Israel. Excel builds strong business, personal and philanthropic relationships between young Jewish adults from Israel and overseas. This past summer's program was held virtually for the first time. Excel is one of the few internship programs for non-Israelis in Israeli companies that was not cancelled due to the pandemic.

51 Excel Fellows from the US, Canada, Mexico and, for the first time England, took part in the program, alongside 51 Excel Fellows from Israel. Fellows interned remotely in positions dealing with biotech, finance, marketing, venture capital and cyber/tech, at leading companies and innovative start-ups including Mobileye, Deloitte, Ernst & Young, Viola Credit, Monday.com and many others. After work hours, the Israeli and overseas Fellows met virtually for enriching sessions and professional development workshops with Israeli leaders from diverse sectors. Israeli and overseas Fellows who took part in the Excel Ventures track underwent several phases of educational and practical training in an entrepreneurship boot camp. Ventures Fellows gained the practical skills and knowledge to prepare them to launch a startup in the years to come.

Excel invests in its growing community of Fellows worldwide, by supporting them with ongoing networking and professional development opportunities. In November, Excel held its annual business summit for 350 guests virtually.

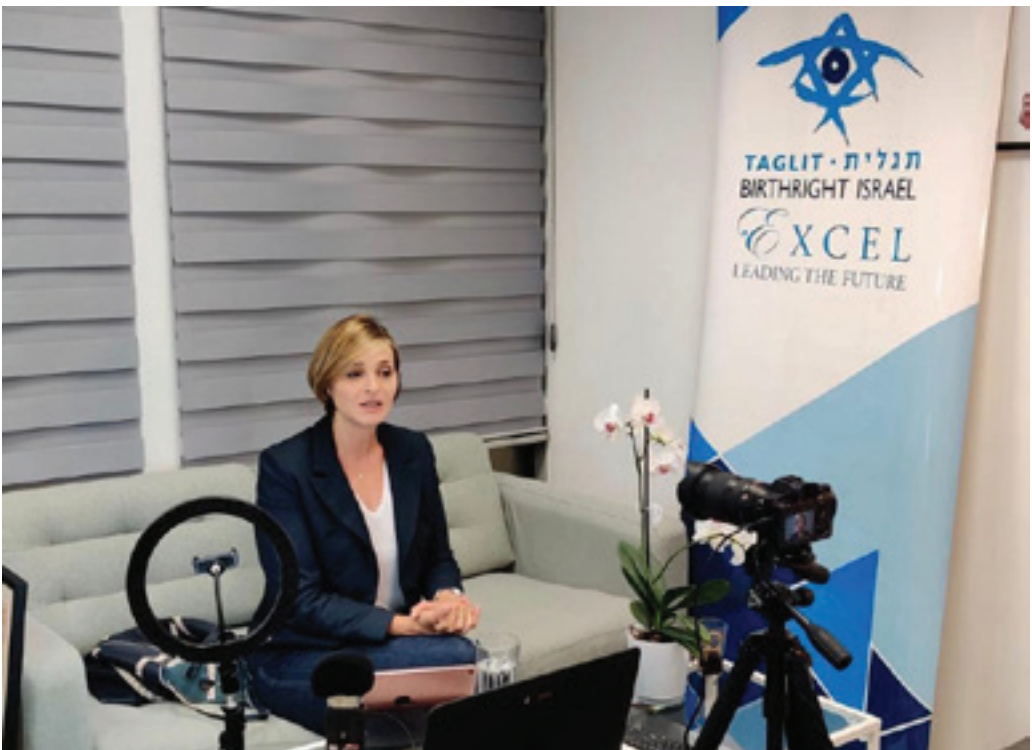
Approximately 900 Fellows have had the opportunity to take part in Excel since the program's launch in 2011. These bright young adults represent the future leaders of the business and Jewish world. The skills and connections which the Fellows gained from Excel continue to serve as a valuable asset for them professionally, socially and Jewishly, as they advance in their careers.

"I aspire to build Axonius into a strong company and to represent Israel not just as a country of small start-ups but as one that creates large and sustainable companies. Along the way, I will always remember Excel for continuing to help me in my professional development."

Avidor Bartov, Birthright Israel Excel alumnus and co-founder of Axonius

"In the midst of COVID-19, Excel's virtual format gave me something to look forward to everyday: a chance to connect with my peers in North America and Israel and grow professionally through my biotech internship. Despite not being able to meet in person, I formed close relationships with the Israeli participants through casual zoom hangouts, sharing our thoughts and passions in break-out sessions, and reaching out to people individually to get to know them. I also found the internship experience incredibly beneficial and productive, meeting regularly with my mentor and joining many calls with him and the rest of the team, enthralled in the biotech workflow even from miles away from my coworkers. Excel has profoundly impacted my COVID experience and even drove me to decide to take the academic year off and spend it in Israel, working and connecting in person with my Israeli peers. I cannot express how thankful I am for the Excel experience, and cannot recommend it enough to others."

Alexis Bolner , USA



ENHANCING OUR CORE CURRICULUM

REIMAGINE BIRTHRIGHT ISRAEL

Taglit-Birthright Israel continues to adapt and adjust to new realities and changes in contemporary Jewish life, understanding that the participant of 2021 is not the same participant as 2000. In 2019 Taglit-Birthright Israel launched the Reimagine Birthright Israel Project, to study the trends and fundamental characteristics of today’s young generation, known as “Gen Z and younger Millennials,” and to innovate our offering for the next cohort of young Jewish adults.

Leveraging the understanding of values that are important to young Jewish adults and innovation in the travel industry, Taglit-Birthright Israel employed a design thinking framework to identify hundreds of ideas and tested the most compelling with past and prospective participants. This process reinforced the fact that young people today want experiences that are deeply personal and authentic, and that to have such experiences, they seek to be active agents in crafting that narrative for themselves.

WHERE DO WE GO FROM HERE?

The findings of this research are critically important in helping us to understand the unique needs of our audience. We adopted the concept of being deeply personal as our North Star, which will guide us as we adapt the experience we provide for this next generation of young Jewish adults. We also defined the main values of importance for our audience, including authenticity, transparency, clarity, quality

and values around community, mental health and global environmental responsibility.

The pandemic broke out during the end of phase one of this project. Taglit-Birthright Israel subsequently developed a roadmap of insights and recommendations for future trips. Changes that do not require piloting were already implemented during 2020. A number of trip standards were updated as well as the regulations regarding free time during evenings. A framework for greenification and sustainability on trips was developed. Some adaptations were also tested on trips for long-term program participants which have taken place under the shadow of the pandemic.

WHAT WILL TRIP ADAPTATIONS INCLUDE GOING FORWARD?

- Increased choice within trip itineraries
- Greater emphasis on free time
- A more personable approach
- Greater focus on participant wellbeing, as well as an emphasis on the quality of the staff leading the trip

It is clear that these recommendations will be ever more relevant post-pandemic. For today’s young adults who are digitally connected yet struggle to find their sense of belonging, the Taglit-Birthright Israel experience will be especially valuable in their striving for “real-life” connections.





PROGRAMMATIC ENHANCEMENTS

GREENIFICATION

Taglit-Birthright Israel produced a detailed work plan for a Greenification framework that will be implemented in all trips. This framework will allow participants to express Jewish values in a meaningful way whereby their actions support a more environmentally friendly world. As a first step, changes to trips will include reducing the use of plastic bottles and other plastic goods. Next steps under consideration include offsetting carbon emissions, minimizing food waste and more.

UPGRADED EDUCATIONAL FRAMEWORK

Taglit-Birthright Israel fashioned an educational framework which articulates a set of inspiring Jewish ideas, values and practices for young Jewish adults to engage with before, during, and following their trip. This framework allows participants to explore as a community the wealth, breadth and diversity of Jewish living, while allowing each participant to personalize and customize his or her own Jewish journey in manners that are both exciting and relevant.

ELEVATED SHABBAT

Taglit-Birthright Israel began the development of an enhanced model for Shabbat programming, that will provide a more immersive Shabbat experience to trip participants. The enhanced Shabbat experience will focus on Jewish values and how they are expressed on Shabbat, particularly through traditional and contemporary ritual. A focus will be on providing ideas and actions that participants can take back home and integrate into their lives, long after their trip ends.

LEARNING MANAGEMENT SYSTEM

In order to upgrade the training for madrichim or counselors, Taglit-Birthright Israel developed a Learning Management System (LMS) that will promote a shared educational vision and language. The LMS will be scalable to thousands of staff and will be accessible universally regardless of location. All madrichim will take part in a basic, mandatory digital learning course. Following this, they will have the ability to participate in additional enrichment sessions, expanding their understanding of the role of the madrich and enhancing their general knowledge about Israel and Jewish identity. The LMS is scheduled to be launched in North America in May, in time for the training of madrichim ahead of the summer 2021 season. The system will be adapted for use in worldwide countries at a later date.

TOUR EDUCATOR TRAINING AND ENGAGEMENT

Beginning in March, the Institute for Tour Educator Training pivoted to an online format. Taglit-Birthright Israel invested in the professional development of its Tour Educators through weekly virtual workshops and enrichment mini-courses, in preparation for the return of trips. These sessions help contribute to the overall professionalism of the Tour Educators and provide them with enhanced skills and knowledge to further enrich the overall Taglit-Birthright Israel educational experience. A total of 600 Tour Educators were reached.



STRENGTHENING OUR INFRASTRUCTURE

Taglit-Birthright Israel is dedicated to maintaining its strong and strategically built infrastructure, in order to ensure the highest level of efficiency and meet the growing demands that are expected in forthcoming seasons as a result of an increase in applicants.

MARKETING AND REGISTRATION SYSTEMS

Taglit-Birthright Israel strengthened its registration infrastructure during the past year. Five additional Trip Organizers were integrated into Taglit-Birthright Israel’s new registration system on the Salesforce platform, allowing us to continue to build the entire registration process on one centralized platform and to improve the customer journey. The upgraded registration system enables Trip Organizers to manage their registration data, conduct and document conversations with applicants, communicate with Taglit-Birthright Israel’s registration team regarding applicants and assign groups and applicants. Having the entire registration process on one system within Taglit-Birthright Israel has streamlined much of the work of the Trip Organizers and has enabled the registration team to respond more efficiently. We anticipate that the data will help us better define best practices both for the Taglit-Birthright Israel registration teams and the Trip Organizers.

DATA CLEANING

Taglit-Birthright Israel launched a massive data validation project to upgrade existing infrastructure and ensure that we can maintain contact with the largest number of alumni, parents, and trip staff as possible. The goal is to achieve and maintain a minimum level of 75% valid information in each category, with a combination of tech validation tools and manual outreach.

CRM FULL IMPLEMENTATION

The Global Resource Development department fully integrated its CRM system (Salesforce) that was installed in its first stage in 2019. All departmental staff were trained on the system and advanced features were migrated, upgrading the communication infrastructure with audiences and enabling the launch of digital campaigns.

DIGITAL FUNDRAISING INFRASTRUCTURE IMPLEMENTATION

The Global Resource Development department designed and implemented a dynamic, multilingual donation website integrated with PayPal, credit cards and Salesforce, enabling the outreach to new audiences and providing full support via a digital platform.

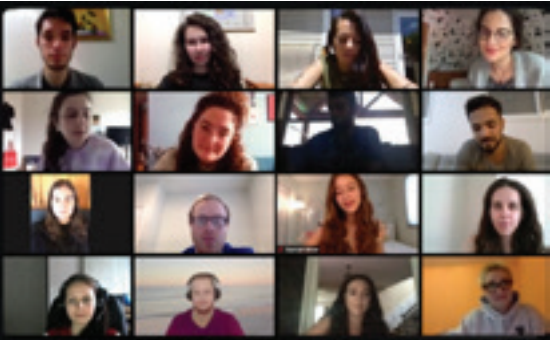
BUILDING A GLOBAL COMMUNITY

TAGLIT DIGITAL

The postponement of the Taglit-Birthright Israel trips illuminated for us how strongly the absence of this educational trip in Israel threatens the bonds between the Jewish people and an entire cohort of young Jewish adults. The pandemic accelerated the need to increase our digital presence and more effectively engage with young Jewish adults where they can all be found - virtually. As part of this strategy, Taglit-Birthright Israel began developing a blueprint for a digital platform that will serve as a forum for a thriving online community of young Jewish adults who share the desire to learn about Israel, Jewish communities and Jewish identity, and that will bring together like-minded individuals around the world. The digital platform will nurture an uninterrupted journey of community engagement for

young Jewish adults, whereby the Taglit-Birthright Israel trip will be the pinnacle of this journey. The platform will thus serve as an important supplement to the Taglit-Birthright Israel trip.

The new product will include an interactive platform where participants will enjoy content, a global marketplace of ideas and products, professional development elements and forums around relevant topics. Most importantly, participants will also have the ability to create and expand this content and insights and to help us shape the future of this vibrant virtual community. Taglit-Birthright Israel will also invest in content creation and will distribute it through existing popular platforms our target audience is already using, such as YouTube, Instagram and others.



STRENGTHENING TIES WITH OUR PARTNERS

Taglit-Birthright Israel planned multiple digital events and informational sessions over Zoom to stay connected with our generous partners and supporters and keep them informed of organizational developments and activities. We are grateful to our partners and supporters for their continued faith in our vital mission, and for igniting our spirits with their generosity.



SECOND ANNUAL GLA WITH RABBI LORD JONATHAN SACKS, Z”L

In June, Taglit-Birthright Israel held the second annual gathering with the prestigious members of our Global Leadership Assembly (GLA). Rabbi Lord Jonathan Sacks honored the group with an inspirational presentation on the “algorithm” that has ensured Jewish survival over the years. Rabbi Sacks also shared ideas for innovative initiatives to grow a global community of Taglit-Birthright Israel alumni. It was a true privilege to learn from Rabbi Sacks just a few months before his passing. May his memory be for a blessing.

UNDERSTANDING TODAY’S JEWISH YOUTH: INSIGHTS FROM REIMAGINE BIRTHRIGHT ISRAEL

Taglit-Birthright Israel worldwide donors engaged in an informative presentation on the findings from the Reimagine Birthright Israel study. Engine Group CEO Zihla Salinas, who led the research behind this project, presented a summary of the major findings on “What makes today’s youth tick,” and Taglit-Birthright Israel CEO Gidi Mark discussed the measures that the organization is implementing in order to remain relevant to today’s young generation.

CORONAVIRUS AND ISRAEL TECH CONFERENCE

Taglit-Birthright Israel held its 1st ever virtual conference in partnership with the Jerusalem Post on the subject of “Coronavirus and Israeli Tech: How the Start-up Nation’s innovation is leading the fight against COVID-19.” Leading experts and change-makers in the fields of medicine, biotechnology, healthcare, business, and the military spoke about cutting-edge Israeli innovations leading the fight against the virus. The conference reached over 100,000 diverse viewers around the globe and helped strengthen Israel’s position as a leading brand in the fields of technology, innovation, and entrepreneurship. Due to the success of the event, we are exploring the opportunity to hold an annual conference going forward.



YOUNG LEADERSHIP OF CANADA AND ISRAEL

A group of twenty young leaders participated in Taglit-Birthright Israel’s first-ever joint event between the Taglit Young Executive Forum of Israel and the Birthright Israel Foundation of Canada Young Leadership Council. The digital networking event, titled “Business and Philanthropy,” featured presentations by businessmen and Taglit-Birthright Israel partners, Jonathan Kolber and Michael Bregman. The young leaders, many of whom are alumni, represent the next generation of donors and partners of Taglit-Birthright Israel.

CONVERSATION WITH FASHION DESIGNER NILI LOTAN

Birthright Israel Foundation of Canada hosted an inspiring virtual fundraiser with fashion designer Nili Lotan who addressed 70 viewers over Zoom. Lotan spoke about her successful career, her relationship with Israel and the value of women’s philanthropy. The event was moderated by sisters Lisa Gnat and Julie Albert, and was chaired by Lori Rosenthal, a parent of a Taglit-Birthright Israel alumna and a valued supporter. Almost all gifts came from first-time donors.



GLOBAL YOUNG LEADERSHIP CHANUKAH CELEBRATION WITH LIOR RAZ

Over 60 young leaders from five countries joined a Chanukah celebration with Lior Raz, the co-creator and star of the Israeli tv series “Fauda.” Birthright Israel founder Charles Bronfman and Chairman of the Planning Committee and GLA Co-Chair Meir Shamir opened the event with a hopeful message to the young generation, which was followed by remarks from Taglit-Birthright Israel CEO Gidi Mark and an inspiring presentation by Raz.

MAJOR DONORS CHANUKAH CELEBRATION WITH LIOR SUCHARD

Taglit-Birthright Israel held an intimate Chanukah celebration with major donors, featuring a performance by renowned master mentalist Lior Suchard. GLA Co-Chairs Chella Safra and Meir Shamir shared inspiring words with the global leadership group, which was followed by a message from Taglit-Birthright Israel CEO Gidi Mark and a fascinating performance by Suchard.





SECTION 3

EMERGING STRONGER THAN EVER

“Taglit-Birthright Israel is a gift that keeps giving - to the Jewish people, to the State of Israel, and to the participants”

LOOKING FORWARD

TRIP ADAPTATIONS

The pandemic has had many implications on the future of travel and tourism and Taglit-Birthright Israel has not been left untouched by these effects. Many trip adaptations will be necessary, in order to conform to the changing reality and to ensure the utmost safety of participants. These include:

- More direct flights to reduce time in airports
- Protective gear including masks
- Smaller group size, requiring more buses and Tour Educators
- More outdoor activity
- Allowing only vaccinated local staff
- Changing flight cancelation policy from 60 to 30 days before trip

Each of these changes will increase the cost of the trip per participant. Additional costs in safety measures coupled with decreased revenue from the Government of Israel and other partners will create a shortfall in the budget if the necessary funds are not secured.





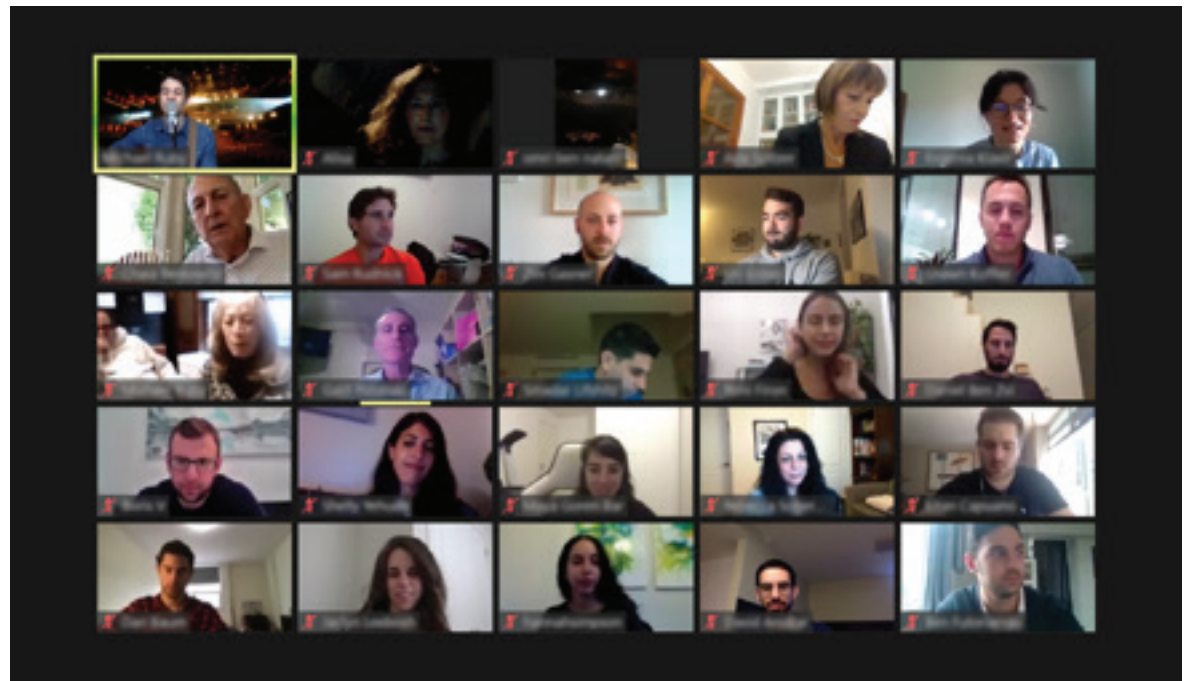
PARTNERS IN SHAPING OUR JEWISH FUTURE

INVESTING IN THE NEXT GENERATION OF JEWISH LEADERSHIP

In September of 2019, Taglit-Birthright Israel established the Young Executive Forum in Israel, aimed at building the next generation of Israeli leadership of the organization. Members of the forum enjoy networking opportunities with peers and engage in activities to raise awareness and funds for the organization in Israel.

Shortly after, the Birthright Israel Foundation of Canada launched its Young Leadership Council. Members of the Council are young trip alumni living in Canada, who serve as ambassadors for the program, while helping to raise funds to “pay it forward.” Members of the Council enjoy networking, educational, mentorship and leadership development initiatives.

Taglit-Birthright Israel aims to develop young leadership groups in other countries, in order to build a vibrant global young leadership forum and strengthen the organizational brand.



COMMITTED TO TOMORROW

INVESTING IN THE JEWISH FUTURE

Today, our young Jewish adults are unable to visit the Kotel, connect with their peers and embrace their history. But our hope and mission are stronger than ever. Though we experience these tough times, Taglit-Birthright Israel remains committed to securing the Jewish future.

We look ahead with much optimism that the pandemic will soon be behind us, and we can once again open our arms to the myriads of young Jewish adults who are waiting to discover Israel and their heritage. We must secure sufficient funding today in order to prepare for the resumption of trips and assure the continuation of the most successful Jewish educational project of the 21st century.

Now more than ever, join us in transforming this difficult present into a thriving Jewish future

“This would have been my first time in Israel. When I close my eyes, I imagine myself in the evening at Mount Masada. It’s a magical moment. We are sitting around the campfire, sharing mint tea and telling our stories. The night starts to fall and we are all experiencing this spiritual moment. It’s the moment I imagine the most and that I’d love to live. I think Taglit would be an opportunity for me to discover Jewish culture and spirituality in a way I never experienced in my life. I know this will be a once-in-a-lifetime experience and I cannot wait for this moment.”

Gabriel Hoffman, future participant from France whose summer 2020 trip was postponed



“To be a Jew means to bear a
to our own community, but

serious responsibility not only
towards humanity as a whole”

Albert Einstein





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